

# BMAS students learn new business skills

By PALOMA LIEFFRING  
AND REBECCA ZIMMERMAN

Special to the Enterprise

On Thursday, Nov. 20, Director Jim Rhodes of the Small Business Development Center at Central Arizona College came to discuss how to start a business with Santa Cruz business management and administrative services (BMAS) students.

The BMAS class is learning about business plans, and is looking to write a business plan for its button making business. A business plan is a document containing plans to show how the class will reach its business goals. Rhodes explained to students how a business plan could benefit them in their endeavor.

"Before we start writing, we need to identify a market opportunity with sales potential," he first advised students. "We should choose a target market and target customer, and runs some tests. After that, we can start developing a business plan. The business plan should have details on how you will promote your business, create the product, determine how it will establish and manage your business. Our business plan will help us make sure we achieve our business goals and keep our business on track."

Mr. Rhodes went over



Submitted photo  
Students in Kristin Williams' business management CAVIT class listen intently last month as Jim Rhodes from Central Arizona College's Small Business Development Center explains the ins and outs of planning and getting a business off the ground.

his "Yellow Car Theory." This explains how important it is to know how much your business is profiting, and how you use your profit. He also said, "It's better to go out and buy an old yellow car that will get you to the same location that a brand new SUV would get you to. And you would have plenty of money left over from the yellow car as opposed to buying the new SUV."

Mr. Rhodes also talked about starting a business, discussing his own experiences, including how he starting his own telephone installing business. He reminded students that they needed to stay motivated.

"Anyone can start a business," he said, "as long as they stay moti-

vated and not become discouraged if the market goes down."

Mr. Rhodes mentioned an example about one of his clients: a single mother, who made a little under a quarter of a million dollars in a year. It pays to be persistent, he said, "and in her case, it really paid off."

Mr. Rhodes also talked about an exit strategy and customer convenience.

"Make sure that you place your business where it is convenient for customers to be able to walk in, and not have to rush to go across town to the store or other desired location," Rhodes advised. "The exit strategy is an alternative plan. So if all else fails and you have no more business coming in, you

have the choice of whether or not you want to sell out."

"Jim Rhodes is a smart man," commented BMAS student Adrian Mendez after the presentation. "He took a service that people usually paid money for, and made it easily accessible. Smart man."

"The presentation was very interesting, and useful. It inspires me want to start a business of my own," said fellow student Amanda Melenarez.

Many of the students expressed appreciation for the great learning experience, meeting Mr. Rhodes, and his insight on how to start a business. The class hopes Mr. Rhodes make good on to his promise to visit again soon.